

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

BBA V Semester

COURSE CODE (CREDITS): 25BBWHS531

MAX. MARKS: 25

COURSE NAME: APPLIED MARKETING RESEARCH AND ANALYTICS

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 1.5

Hour

Note: (a) All questions are compulsory.

(c) Calculators allowed

Q.No	Question	CO	Marks
Q1	Suppose that a drugstore pays \$0.90 for each unit of Vaseline it orders. The store is considering charging from \$1.50 through \$2.50 for a unit of Vaseline. It thinks that at a price of \$1.50, it can sell 62 units per week. At a price of \$2.00, it thinks it can sell 49 units per week and at a price of \$3.50, 16 units per week. Determine the optimum price (between \$1.50 and \$2.50) the store should charge for Vaseline. Use excel to compute and reproduce the steps in answer sheet with results.		5
Q2	The grocery.xlsx is made available to you. It provides sales data for a small company. Each row lists the salesperson, product sold, location of the sale, units sold, and revenue generated. Use this file to perform the following exercises and provide answers in the answer sheet. a. Summarize the total revenue and units sold by each person of each product. b. Summarize the percentage of each person's sales that came from each location. c. Summarize each sales person's sales by location.		5
Q3	The file Demanddata.xlsx provides the following information for a smartphone ■ Price ■ Marketing Expenditure ■ Camera Quality ■ Weight ■ Storage ■ Demand Determine an equation that can predict Demand. Do you think all the independent variables are not significant? Is there any correlation between Price and marketing expenditure?		6
Q4	Write short Notes i. First party vs Second party marketing Data ii. Descriptive Vs Diagnostic marketing Analytics iii. Transactional Data and its importance in Marketing		9